

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Stephen M. Haase

SUBJECT: SEE BELOW

DATE: December 1, 2004

COUNCIL DISTRICT: 3

SUBJECT: GP04-03-03. General Plan amendment Request to change the Land Use/Transportation Diagram designation from Light Industrial to High Density Residential (25-50 DU/AC) for a 10.2-acre site located at the intersection of Campbell Avenue and Newhall Street on the northeasterly side of Campbell Avenue and northwesterly side of Newhall Street (1120 Campbell Avenue).

RECOMMENDATION

The Planning Commission voted 4-3-0 (Commissioners Zito, Pham, and Levy opposed) to recommend that the City Council approve the proposed General Plan amendment.

BACKGROUND

On November 29, 2004, the Planning Commission held a public hearing to consider a General Plan amendment to change the San Jose 2020 General Plan Land Use/Transportation Diagram designation from Light Industrial to High Density Residential (25-50 DU/AC) on a 10.2-acre site located at the intersection of Campbell Avenue and Newhall Street on the northeasterly side of Campbell Avenue and northwesterly side of Newhall Street (1120 Campbell Avenue).

The Director of Planning, Building and Code Enforcement recommended approval of the General Plan amendment.

ANALYSIS

Public Testimony

Mr. Vince Cantore of Pulte Homes, representing the applicant, summarized the developer's proposal and community outreach to the surrounding neighborhood by the developer prior to the public hearing.

Six residents from the adjacent single family neighborhood spoke on the item, and three letters were received (attached) at the public hearing. Although overall comments were supportive of residential uses on the site and in the area as a whole, the local residents had several concerns including the following:

1. *Traffic.* All the speakers on the item were concerned and wanted assurance that the recently constructed traffic calming improvements (i.e., intersection closure of Campbell Avenue and Newhall Street) in the area would not be reversed in order to accommodate the additional vehicle trips generated from the proposed residential uses.
2. *Parking.* Residents were also concerned regarding parking issues related to the pending Planned Development zoning.
3. *Project Density.* Residents from the adjacent single-family neighborhood stated that they would prefer that future development of the area be at lower density (less than 30 dwelling units per acre) for sites within close proximity to the existing single-family lots in order to protect the character of the existing neighborhood.
4. *Future Growth.* Additionally, all the residents who spoke on this item requested that staff plan for and implement a Congestion Management Program or an Area Development Policy for this area in its entirety to ensure proper functioning of area intersections in the long term. The residents felt that staff was piece-mealing development of the site by not considering all cumulative impacts from potential future conversion of the larger industrial area.

Mr. Cantore responded to the comments by stating that many of the concerns mentioned are project related and would be addressed through continued discussions with the existing residents and City staff. Mr. Cantore also stated that the developer has no intention of proposing to reverse the recently implemented traffic calming improvements in the immediate area.

The Planning Commission then closed the public hearing on the item.

Planning Commission Discussion

Chair Levy asked Planning staff to respond to the issues raised by the public. Staff stated that future development of the site would be subject to meeting the City's minimum off-street parking requirements and be subject to the City Council adopted Residential Design Guidelines in order to address compatibility with the existing residential neighborhood. Staff additionally noted that master planning of this area is important in considering conversion to residential uses. Planning staff has coordinated with the Department of Public Works and the Department of Transportation to review potential impacts from high density development on the more than 40 acres that are currently designated for industrial uses in the surrounding area. Based on this review, staff concluded that Campbell Avenue could sufficiently accommodate traffic from future conversions to residential uses in the area. In addition, near-term traffic analysis will be required when specific development is proposed.

Commissioners Zito and Levy commented that the greater area surrounding the project site should be considered and reviewed in a single master planning process, rather than staff planning out the area one parcel at a time. Both Planning Commissioners also requested clarification on how a master plan study of the area could be initiated.

Planning staff stated that staff is continuing to look at the greater area; however, the City could not initiate a complete environmental review and land use plan for the larger area due to the lack

of funding for such a master planning effort. Staff had reviewed preliminary traffic numbers related to the conversion of this project and the cumulative impacts of the other nearby pending projects and concluded that the proposed land use designation could be accommodated at this location in addition to other pending and approved projects with the immediate area. This analysis was considered as part of the environmental review for CEQA clearance for this project.

The City Attorney also responded to the comments related to the suggestion of a specific plan for this larger area and stated that the City Council has directed that area-wide land use studies can only be prepared when the affected property owners pay for the cost of such a study, as is occurring in Evergreen and Coyote Valley. She suggested that the property owners in this area might want to propose a similar agreement to fund such a study for the subject area.

Staff also added that the City is continuing to research the possibility of conducting a wider study of this area. However, staff concluded that the proposed General Plan amendment is consistent with the City's General Plan Goals and Policies, specifically those related to high density development within proximity to existing and future public transit.

Commissioner Zito made a motion for no change to the General Plan and stated that this site should not be reviewed without considering master planning the greater area including an Area Development Policy. The motion failed with a 3-4-0 vote (Commissioner Campos, James, Dhillon, and Platten opposed).

Commissioner Campos stated that the City should be planning for housing ahead of the future transit for the area (i.e. BART) and that higher density should be located in this area to support the future BART line.

Commission James made a second motion to approve the General Plan amendment and the item was recommended for approval with a 4-3-0 vote (Commissioners Zito, Levy and Pham opposed).

PUBLIC OUTREACH

On September 28, 2004, the applicant for the proposed General Plan amendment and pending Planned Development rezoning held a community meeting to discuss the proposed land use change and proposed 220-unit residential development. Approximately 40-50 community members expressed their general support for the proposed housing; however, there was concern that the City may entertain the re-opening of Campbell Avenue and Newhall Street intersection, thus allowing traffic from new residential projects into the existing neighborhood.

The owners and tenants, within 1,000 feet of the project site received a notice regarding the public hearings to be held on the Mitigated Negative Declaration and subject amendment before the Planning Commission on November 29, 2004 and City Council on December 14, 2004. In addition, the community can be kept informed about the status of amendments on the Department's web site, which contains information on the Environmental Review and General Plan processes and each proposed amendment.

HONORABLE MAYOR AND CITY COUNCIL

November 30, 2004

Subject: GP04-03-03

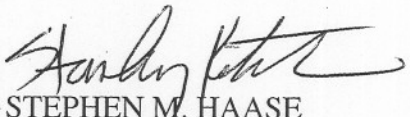
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COORDINATION

The review of this General Plan amendment was coordinated with the Department of Public Works, the Fire Department, Department of Transportation, the Environmental Services Department, the Parks, Recreation and Neighborhood Services Department, the Parks and Recreation Commission, the City Attorney, the Santa Clara Valley Water District, the Santa Clara Valley Transportation Authority, and Pacific Gas and Electric.

CEQA

An Initial Study was prepared for this project and a Mitigated Negative Declaration was circulated for public review by the Director of Planning, Building, and Code Enforcement on November 10, 2004 and adopted on November 29, 2004.


for STEPHEN M. HAASE
Secretary, Planning Commission

Attachments: Project comments letters (3)